

MAR 21 2005
UNITED STATES PATENT AND TRADEMARK OFFICE

005
BK OFFICE

| | | 401 | 403 | 405 | 407 | 409 | |
|------------|----------|--|------------------------|----------------------|----------------------|------------------------------|----------|
| | | P_i | $(A_2)_i$ | $(A_3)_i$ | $(A_4)_i$ | | |
| | | Product | Base Price (\$) | 2 Item Discount Rate | 3 Item Discount Rate | 4 or More Item Discount Rate | |
| 411 413 | Hardware | Telephone 1 | 20.00 | 5% | 7.5% | 10% | $i = 1$ |
| | | Telephone 2 | 80.00 | 10% | 15% | 20% | $i = 2$ |
| | | Pager | 6.00 | 10% | 15% | 20% | $i = 3$ |
| | | Cell Phone 1 | 70.00 | 5% | 7.5% | 10% | . |
| | | Cell Phone 2 | 125.00 | 10% | 15% | 20% | . |
| 415 | Services | Local Telephone Service | 13.00/month | 5% | 7.5% | 10% | . |
| | | Call Waiting | 6.00/month | 10% | 25% | 40% | . |
| | | Caller ID | 6.00/month | 10% | 25% | 40% | . |
| | | Voice-mail | 7.00/month | 10% | 25% | 40% | . |
| | | Long Distance 1 | 0.40/minute | 5% | 7.5% | 10% | . |
| | | Long Distance 2 | 4.95 + 0.07/minute | 5% | 7.5% | 10% | . |
| | | Long Distance 3 | 10.00 + 0.05/minute | 5% | 7.5% | 10% | . |
| | | International Long Distance | 0.75/minute | 10% | 15% | 20% | . |
| | | Cellular Service 1 250 min + 0.20/min thereafter | 30.00/month | 5% | 7.5% | 10% | . |
| | | Cellular Service 2 500 min + 0.20/min thereafter | 50.00/month | 5% | 7.5% | 10% | . |
| | | Cellular Service 3 1000 min + 0.20/min thereafter | 70.00/month | 5% | 10% | 15% | . |
| | | Paging Service | 10.00/month | 20% | 35% | 50% | $i = 17$ |
| | | Dial-up Internet Service | 15.00/month | 5% | 7.5% | 10% | $i = 18$ |
| | | DSL Internet Service | 50.00/month | 10% | 15% | 20% | $i = 19$ |

417

Fig. 4